

**IN THE CLAIMS:**

*Set forth below in ascending order, with status identifiers, is a complete listing of all claims currently under examination. Changes to any amended claims are indicated by strikethrough and underlining. This listing also reflects any cancellation and/or addition of claims.*

**Claim 1 (currently amended)**

An apparatus to process an audio/video program, comprising:  
a preferences module configured to  
coordinate specification, by a first user, of a first set of presentation settings with a first set of portions of said audio/video program and with a first attribute of said first user, and  
coordinate specification, by a second user, of a second set of presentation settings with a second set of portions of said audio/video program and with a second attribute of said second user; and  
a presentation module coupled to said preferences module, said presentation module being configured to,  
during subsequent playback of said audio/video program for said first user,  
based on said first attribute of said first user, retrieve said first set of presentation settings for said first user, and  
selectively apply said first set of presentation settings to said first set of portions of said audio/video program, and  
during subsequent playback of said audio/video program for said second user,  
based on said second attribute of said second user, retrieve said second set of presentation settings for said second user, and  
selectively apply said second set of presentation settings to said second set of portions of said audio/video program.

**Claim 2 (previously presented)**

The apparatus of claim 1, wherein said preferences module is configured to coordinate said specification of said first set of presentation settings with said first set of portions of said audio/video program based on a first set of time stamps associated with said first set of portions

of said audio/video program, and said preferences module is configured to coordinate said specification of said second set of presentation settings with said second set of portions of said audio/video program based on a second set of time stamps associated with said second set of portions of said audio/video program.

Claim 3 (previously presented)

The apparatus of claim 1, wherein at least one of said first set of presentation settings and said second set of presentation settings corresponds to one of an audio setting and a display setting.

Claim 4 (original)

The apparatus of claim 3, wherein said audio setting corresponds to one of an audio channel setting, an audio field setting, an audio format setting, a dynamic range setting, a language setting, a pitch setting, a playback speed setting, a tone setting, and a volume setting.

Claim 5 (original)

The apparatus of claim 3, wherein said display setting corresponds to one of a brightness setting, a black and white setting, a contrast setting, a color setting, a fast motion setting, a flicker setting, a gamma setting, a hue setting, a letterbox setting, a non-square zoom setting, a pan and scan setting, a pillar-box setting, a pixel blurring setting, a pixel sharpening setting, a red-eye setting, a slow motion setting, and a zoom setting.

Claim 6 (currently amended)

The apparatus of claim 1, wherein said preferences module is configured to coordinate storage of said first set of presentation settings and said first attribute of ~~for~~ said first user, and said preferences module is configured to coordinate storage of said second set of presentation settings and said second attribute of ~~for~~ said second user.

Claim 7 (currently amended)

The apparatus of claim 6, further comprising:

a memory coupled to said preferences modules and said presentation module, said memory being configured to store said first set of presentation settings and said first attribute of ~~for~~ said first user and said second set of presentation settings and said second attribute of ~~for~~ said second user.

Claim 8 (previously presented)

The apparatus of claim 1, wherein said preferences module is configured to coordinate said specification of said first set of presentation settings with said first set of portions of said audio/video program based on input by said first user during initial playback of said audio/video program.

Claim 9 (previously presented)

The apparatus of claim 8, wherein said preferences module is configured to coordinate said specification of said second set of presentation settings with said second set of portions of said audio/video program based on input by said second user during initial playback of said audio/video program.

Claims 10-23 (cancelled)